

Travel Guide Fulfillment Report

2001 Year End

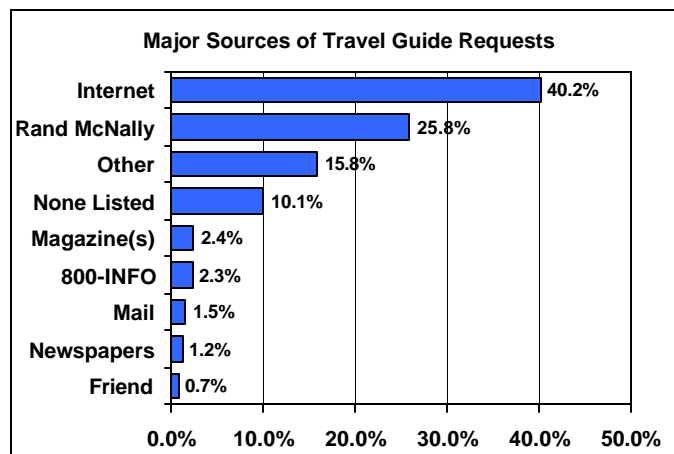
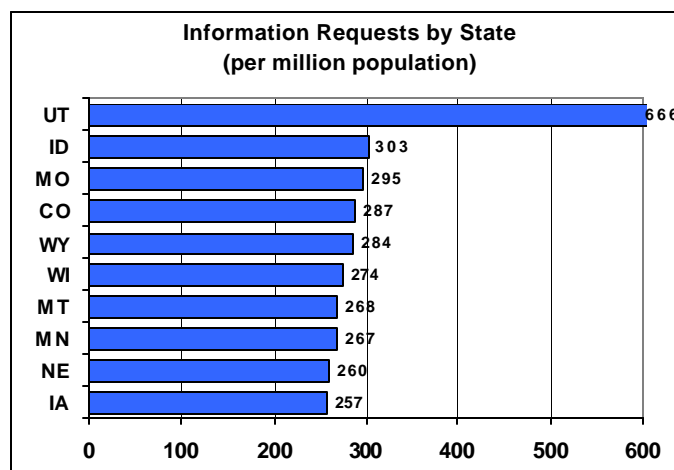
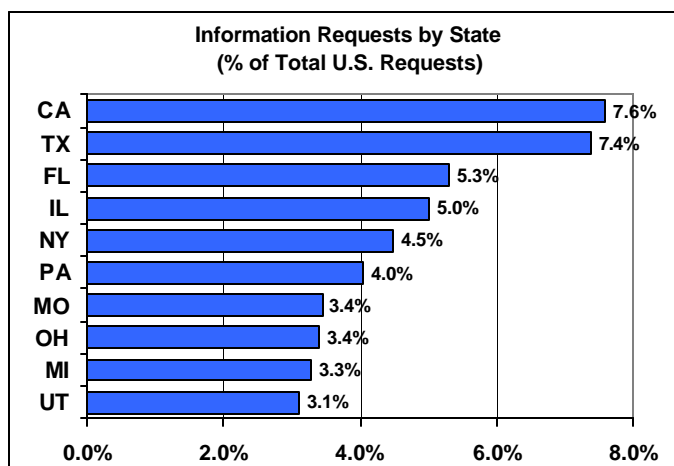


During 2001, 53,505 requests for Utah Travel Guides were recorded, roughly -13% fewer Travel Guides than were distributed during 2000. The ratio of international requests compared to total requests remained the same as it was during 2000 – approximately 10% of total requests. Fulfillment requests were received from all fifty states, the District of Columbia, several U.S. Territories, and 97 different countries worldwide.

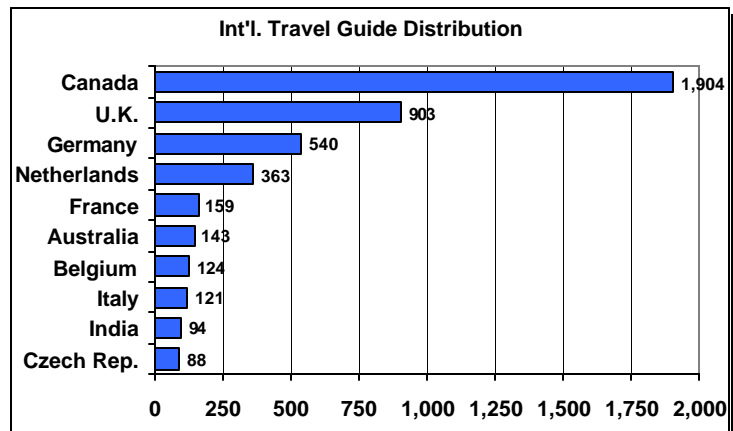
Domestic Requests. Total domestic travel guide requests for 2001 totaled 47,875. Domestic requests comprised approximately 90% of all fulfillments. The distribution of requests generally paralleled state population, with the more populated states accounting for the majority of all requests. California, Texas, Florida, Illinois, New York and Pennsylvania each accounted for 4.0% or more (1,900+) of all domestic requests.

Because population differences make state comparisons difficult, a per capita measure of information requests is useful to examine Utah's relative performance in various states. As expected, several western states appear on the list, headed by Utah, Idaho, Colorado, Wyoming, and Montana. Several Midwest states, including Missouri, Wisconsin, Minnesota, Nebraska, and Iowa also appeared in the top ten, suggesting a possible regional advantage among travelers from that area. The average number of requests per million people among all fifty states was 170.

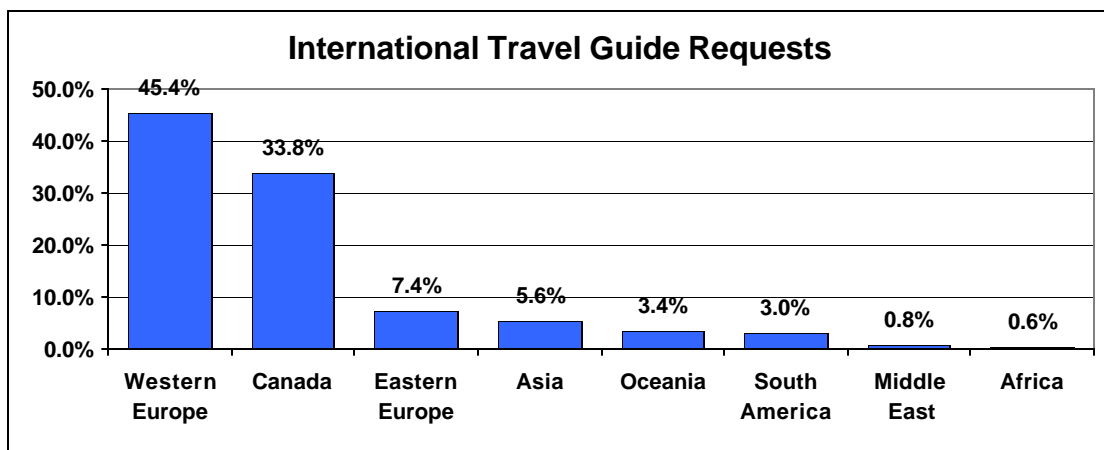
Source of Travel Guide Requests. The sources of inquiries during 2001 reflect the continued growth of the Internet in travel planning. Travel guide requests received via the Internet were the primary source of information requests received throughout the year. Although the Internet was the most important source of travel guide requests (representing approximately 40% of the overall total), other sources of inquiry continued to attract attention. Traditional inquiry resources such as road atlases, magazines, newspapers, direct mail and telephone call centers each contributed to making Utah information available to the greatest number of consumers.



International Requests. International travel guide requests were received from 97 countries. International requests were received from 5,630 individuals during 2001 (representing 10% of the total). The majority of requests originated from Western Europe and Canada. Western European countries, led by the United Kingdom, Germany, the Netherlands and France, were responsible for 45% of all international inquiries. Canadian requests comprised another 34% of total international inquiries. The widespread international distribution of the Utah Travel Guide and the growing number of requests from developing countries in Eastern Europe, Asia and South America reflects the ease with which information can be exchanged in the modern economy and the increasing interest in international travel. For example, India, Czech Republic, Brazil, Russia, Ukraine, and Indonesia all ranked in the top twenty as countries most frequently requesting Utah information during the first six months of the year.



NOTE: The total number of requests from some countries might be understated due to fulfillment being carried out by contractors in those countries.



Seasonality. The volume of travel guide requests decreased in each quarter of 2001 compared to 2000. The decrease was approximately -9% in the first quarter, -12% in the second quarter, -19% in the third quarter, and -26% in the fourth quarter. The economic recession which began in March combined with the impacts of September 11th and some Olympic displacement is likely the cause of the decline. However, the increasing popularity of the Internet has also likely contributed to the decline as consumers rely more on electronic media for travel planning. A normal seasonality pattern was observed during 2001, with the number of requests declining each quarter. In 2001, first quarter requests represented 36% of the year's total. By contrast, fourth quarter accounted for only 12% of the year's total.

